

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

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1. (currently amended) A computer-implemented method of enterprise web mining comprising the steps of:

collecting data from a plurality of data sources [[:]] , including at least one web-based data source and comprising proprietary account or user-based data, complementary external data, web server data, and web transaction data, and wherein the collecting step comprises the steps of acquiring data from the plurality of data sources, selecting data that is relevant to a desired output from among the acquired data, pre-processing the selected data, and building a plurality of database tables from the pre-processed selected data, wherein the acquired data comprises a plurality of different types of data;

integrating the collected data [[:]] , wherein the integration step comprises the step of forming an integrated database comprising collected data in a coherent format;

generating a plurality of data mining models using the collected data; and

generating a prediction or recommendation using at least one of the plurality of generated data mining models, in response to a received request for a recommendation or prediction.

2. (canceled)

3. (canceled)

4. (currently amended) The method of claim [[3]] 1, wherein the web server data comprises:

at least one of: web traffic data obtained by Transmission Control Protocol/Internet Protocol packet sniffing, web traffic data obtained from an application program interface of the web server, and a log file of the web server.

5. (canceled)

6. (currently amended) The method of claim [[5]] 4, wherein the model generating step comprises the steps of:

selecting an algorithm to be used to generate a model;

generating at least one model using the selected algorithm and data included in the integrated database; and

deploying the at least one model.

7. (original) The method of claim 6, wherein the step of deploying the at least one model comprises the step of:

a' generating program code implementing the model.

8. (original) The method of claim 7, wherein the step of generating an online prediction or recommendation comprises the steps of:

receiving a request for a prediction or recommendation;

scoring a model using data included in the integrated database;

generating a predication or recommendation based on the generated score;

and

transmitting the predication or recommendation.

9. (original) The method of claim 8, wherein the step of pre-processing the selected data comprises the step of:

performing, on the selected data, at least one of: data cleaning, visitor identification, session reconstruction, classification of web pages into navigation and content pages, path completion, and converting file names to page titles.

10. (original) The method of claim 8, wherein the step of pre-processing the selected data comprises the step of:

collecting pre-defined items of data passed by a web server.

11. (currently amended) A computer program product for performing an enterprise web mining process in an electronic data processing system, comprising:

a computer readable medium;

computer program instructions, recorded on the computer readable medium, executable by a processor, for performing the steps of:

collecting data from a plurality of data sources[[:]] , including at least one web-based data source and comprising proprietary account or user-based data, complementary external data, web server data, and web transaction data, and wherein the collecting step comprises the steps of acquiring data from the plurality of data sources, selecting data that is relevant to a desired output from among the acquired data, pre-processing the selected data, and building a plurality of database tables from the pre-processed selected data, wherein the acquired data comprises a plurality of different types of data;

integrating the collected data [[:]] , wherein the integration step comprises the step of forming an integrated database comprising collected data in a coherent format;

generating a plurality of data mining models using the collected data; and  
generating a prediction or recommendation using at least one of the  
plurality of generated data mining models, in response to a received request for a  
recommendation or prediction..

12. (canceled)

13. (canceled)

14. (currently amended) The computer program product of claim [[13]] 11,  
wherein the web server data comprises:

at least one of: web traffic data obtained by Transmission Control  
Protocol/Internet Protocol packet sniffing, web traffic data obtained from an  
application program interface of the web server, and a log file of the web server.

15. (canceled)

16. (currently amended) The computer program product of claim [[15]] 14,  
wherein the model generating step comprises the steps of:

selecting an algorithm to be used to generate a model;

generating at least one model using the selected algorithm and data included in the integrated database; and  
deploying the at least one model.

17. (original) The computer program product of claim 16, wherein the step of deploying the at least one model comprises the step of:

generating program code implementing the model.

18. (original) The computer program product of claim 17, wherein the step of generating an online prediction or recommendation comprises the steps of:

receiving a request for a prediction or recommendation;

scoring a model using data included in the integrated database;

generating a predication or recommendation based on the generated score;

and

transmitting the predication or recommendation.

19. (original) The computer program product of claim 18, wherein the step of pre-processing the selected data comprises the step of:

performing, on the selected data, at least one of: data cleaning, visitor identification, session reconstruction, classification of web pages into navigation and content pages, path completion, and converting file names to page titles.

20. (original) The computer program product of claim 18, wherein the step of pre-processing the selected data comprises the step of:

collecting pre-defined items of data passed by a web server.

a'  
21. (currently amended) A system for performing an enterprise web mining process, comprising:

a processor operable to execute computer program instructions; and

a memory operable to store computer program instructions executable by the processor, for performing the steps of:

collecting data from a plurality of data sources [[;]] , including at least one web-based data source and comprising proprietary account or user-based data, complementary external data, web server data, and web transaction data, and wherein the collecting step comprises the steps of acquiring data from the plurality of data sources, selecting data that is relevant to a desired output from among the acquired data, pre-processing the selected data, and building a plurality of database tables from the pre-processed selected data, wherein the acquired data comprises a plurality of different types of data;

integrating the collected data [[;]] , wherein the integration step comprises the step of forming an integrated database comprising collected data in a coherent format;

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generating a plurality of data mining models using the collected data; and  
generating a prediction or recommendation using at least one of the  
plurality of generated data mining models, in response to a received request for a  
recommendation or prediction.

22. (canceled)

23. (canceled)

24. (currently amended) The system of claim ~~[[23]]~~ 21, wherein the web server  
data comprises:

at least one of: web traffic data obtained by Transmission Control  
Protocol/Internet Protocol packet sniffing, web traffic data obtained from an  
application program interface of the web server, and a log file of the web server.

25. (canceled)

26. (currently amended) The system of claim ~~[[25]]~~ 24, wherein the model  
generating step comprises the steps of:

selecting an algorithm to be used to generate a model;



generating at least one model using the selected algorithm and data included in the integrated database; and  
deploying the at least one model.

27. (original) The system of claim 26, wherein the step of deploying the at least one model comprises the step of:

generating program code implementing the model.

28. (original) The system of claim 27, wherein the step of generating an online prediction or recommendation comprises the steps of:

receiving a request for a prediction or recommendation;

scoring a model using data included in the integrated database;

generating a predication or recommendation based on the generated score;

and

transmitting the predication or recommendation.

29. (original) The system of claim 28, wherein the step of pre-processing the selected data comprises the step of:

performing, on the selected data, at least one of: data cleaning, visitor identification, session reconstruction, classification of web pages into navigation and content pages, path completion, and converting file names to page titles.

30. (original) The system of claim 28, wherein the step of pre-processing the selected data comprises the step of:

collecting pre-defined items of data passed by a web server.

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31. (currently amended) An enterprise web mining system comprising:

a database coupled to a plurality of data sources, the database operable to store data collected from the data sources [[:]] , the data sources including at least one web-based data source and comprising proprietary account or user-based data, complementary external data, web server data, and web transaction data, and wherein the data is collected by acquiring data from the plurality of data sources, selecting data that is relevant to a desired output from among the acquired data, pre-processing the selected data, and building a plurality of database tables from the pre-processed selected data, wherein the acquired data comprises a plurality of different types of data;

a data mining engine coupled to the web server and the database, the data mining engine operable to generate a plurality of data mining models using the collected data;

a server coupled to a network, the server operable to:

receive a request for a prediction or recommendation over the network,

generate a prediction or recommendation using at least one of the data mining models, and  
transmit the generated prediction or recommendation.

32. (canceled)

33. (canceled)

34. (currently amended) The system of claim ~~[[33]]~~ 31, wherein the web server data comprises:

at least one of: web traffic data obtained by Transmission Control Protocol/Internet Protocol packet sniffing, web traffic data obtained from an application program interface of the web server, and a log file of the web server.

35. (canceled)

36. (currently amended) The system of claim ~~[[35]]~~ 34, wherein the data mining engine is further operable to:

select an algorithm to be used to generate a model;

generate at least one model using the selected algorithm and data included in the integrated database; and

deploy the at least one model.

37. (original) The system of claim 36, wherein the deployed model comprises program code implementing the model.

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38. (original) The system of claim 37, wherein the server is operable to generate a prediction or recommendation by scoring a model using data included in the integrated database and generating a predication or recommendation based on the generated score.

39. (original) The system of claim 31, further comprising a data pre-processing engine pre-processing the selected data.

40. (original) The system of claim 39, wherein the database comprises:  
a plurality of database tables built from the pre-processed selected data.

41. (canceled)

42. (currently amended) The system of claim ~~[[41]]~~ 40, wherein the web server data comprises:

at least one of: web traffic data obtained by Transmission Control Protocol/Internet Protocol packet sniffing, web traffic data obtained from an application program interface of the web server, and a log file of the web server.

a' 43. (original) The system of claim 40, wherein the plurality of database tables forms an integrated database comprising collected data in a coherent format.

44. (original) The system of claim 43, wherein the data mining engine is further operable to:

select an algorithm to be used to generate a model;

generate at least one model using the selected algorithm and data included in the integrated database; and

deploy the at least one model.

45. (original) The system of claim 44, wherein the deployed model comprises program code implementing the model.

46. (original) The system of claim 45, wherein the server is operable to generate a prediction or recommendation by scoring a model using data included in the integrated database and generating a predication or recommendation based on the generated score.

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47. (original) The method of claim 46, wherein the data pre-processing engine pre-processes the selected data by performing, on the selected data, at least one of:  
data cleaning, visitor identification, session reconstruction, classification of web pages into navigation and content pages, path completion, and converting file names to page titles.

48. (original) The method of claim 47, wherein the data pre-processing engine pre-processes the selected data by collecting pre-defined items of data passed by a web server.

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